



**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, FEBRUARY 25, 2014 AT 6:30 PM
*City Council Chambers. Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613***

BOARD MEMBERS

- | | |
|--|--|
| <input type="checkbox"/> Mel Kirkland, Place Seven, Chair | |
| <input type="checkbox"/> Robert Schoen, Place One, Secretary | <input type="checkbox"/> Wayne Brooks, Place Four |
| <input type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input type="checkbox"/> Vacant, Place Three | <input type="checkbox"/> Vacant, Place Six |

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Board Members Opening Comments.**
- 3) **Citizen Communications.**
(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections.)
- 4) **Approval Of Minutes Of The Tourism Board Meetings.**
 - a) January 28, 2014 Regular Called Meeting.
- 5) **Consider Financial Report – (None)**
- 6) **Presentation**
 - a) Presentation And Update By Austin Steam Train Association Including Calendar Year 2013 Visitor Activity – Holly Doggett, Executive Director
- 7) **Discussion and Possible Action**
 - a) Consider A Request From The Austin Steam Train Association (ASTA) To Allocate Funds In The Amount Of \$10,000 For Museum Expenses.
 - b) Consider Schedule For Submission Of 2014-2015 Proposed Projects And Activities.
- 8) **Staff Reports - Discussion Only**
 - a) Update On Marketing And Advertising – Katie Krampitz, Tourism Services Manager
 - i. Update On Professional Services Agreement With Rhyme and Reason.
 - ii. March Events And Activities.
 - iii. Update On Promotional Opportunities.
 - iv. Update On 2013-2014 Marketing Activities.

- 9) **Consider Excused Absences From Tourism Advisory Board Meeting**
 - a) Excuse The Absence Of Rick McLaughlin From The Tourism Board Meeting Of January 28, 2014.
- 10) **Staff Closing Comments**
- 11) **Board Members Closing Comments**
- 12) **Request For Future Agenda Items**

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, March 25, 2014 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

13) Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

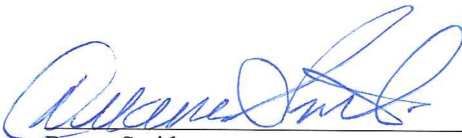
At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

CERTIFICATE

I certify that the above notice of the Regular Called Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park Council Chambers, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

FEB 21 '14 AM 9:52

Date Stamped (Month, Day, Year, AM/PM, Time)



Duane Smith,
Tourism & Community Development Manager

The Cedar Park City Hall Complex Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)